

## Message Text

UNCLASSIFIED

PAGE 01 TEGUCI 01507 311757Z  
ACTION ARA-10

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-07 NSAE-00 /026 W  
-----011337Z 102406 /50

R 311611Z MAR 77  
FM AMEMBASSY TEGUCIGALPA  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 6243

UNCLAS TEGUCIGALPA 1507

E.O. 11652: N/A  
TAGS: BEXP, HO  
SUBJ: WTDR/FTI

REF: USDOC 04675

1. HONDURAS 2. CNTRY CODE: 215 3. SER. NO: 0074800

4. THE BOOKSTORE - MR. J. ABRAHAM BENNATON

5. P.O. BOX 167-C; PASAJE MIDENCE SOTO

6. TEGUCIGALPA, D.C., HONDURAS

7. ESTABL: 1972 8. EMPL: 8 9. SIZE: (20-X) MEDIUM

10. REPUTATION: (22-X) GOOD

11. SELLS ITS PRODUCTS IN HONDURAS

12. RPT. DATE: 03/77

13A. 27521/135 IMP; RET; AND DIST OF MAGAZINES AND PERIODICALS  
OF GENERAL INTEREST AND ENTERTAINMENT.

13B. 27315/135 IMP; RET; AND DSIT OF PAPERBOUND AND HARDBACK  
FICTION AND NONFICTION BOOKS.

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14. CONTACT: VILMA BEATRIZ R. DE BENNATON, TITLE: MANAGER

15. CABLE: BENNATON 16. TELEX: NA 17. TEL: 226824

18. FINANCIAL REFS: BANCO DE LONDRES Y MONTREAL LTDO, 4 CALLE 5  
AVE., TEGUCIGALPA, D.C.

19. TRADE REFS: FAWCETT PUBLICATIONS INC., FAWCETT BLDG., GREENWICH, CONN. 06830; MCGRAW HILL, INC. 1221 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10017.

20. AGENCY REP., - OF FEFFER AND SIMONS, INC., 100 PARK AVENUE, NEW YORK, N.Y. 10017, FOR BOOKS, ACQUIRED 1972; THE NEW AMERICAN LIBRARY, INC. 1301 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10019, FOR BOOKS AND MAGAZINES, ACQUIRED 1972; FAWCETT PUBLICATIONS, INC., FAWCETT BLDG., GREENWICH, CONN. 06830 FOR BOOKS AND MAGAZINES, ACQUIRED 1972; MCGRAW HILL, INC., 1221 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10020, FOR BOOKS AND MAGAZINES, ACQUIRED 1975; DELL DISTRIBUTING, INC. 245 E. 47 ST. NEW YORK, N.Y. 10017, FOR BOOKS AND MAGAZINES, ACQUIRED 1972.

21. THIS FIRM IS THE ONLY BOOKSTORE IN TEGUCIGALPA THAT DISTRIBUTES AND RETAILS ENGLISH LANGUAGE LITERATURE. THE FIRM WAS ESTABLISHED IN 1969 BY MR. BILLY LADY, A U.S. CITIZEN, WHO SOLD THE BUSINESS TO MR. ABRAHAM BENNATON IN 1972. THE FIRMS' BASIC CAPITAL IS 50,000 LEMPIRAS (US DOLS 25,000); 1976 SALES WERE ABOUT DOLS 85,000. THE FIRM OPERATES A BRANCH IN A NEW SHOPPING CENTER IN A RESIDENTIAL SECTOR OF TEGUCIGALPA. THE FIRM IS OWNED BY A. BENNATON Y COMPANIA, S. DE R.L. WHOSE PRINCIPAL STOCKHOLDER IS MR. ABRAHAM BENNATON. MR. BENNATON ALSO OPERATES A MACDONALD'S OUTLET IN TEGUCIGALPA. THE FIRM'S FINANCES ARE SOUND AND OBLIGATIONS ARE MET PROMPTLY. THE POST CONSIDERS THE SUBJECT A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: H. CASTILLO, APPROVED BY: M. KROMHOUT.  
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BECKER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009